Amendments to the Claims

The listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1.   (Currently Amended) In an interactive television (TV) environment, a method for <u>selectively</u> providing <u>authorized</u> interactive TV content comprising:

~~tagging~~ <u>broadcasting</u> interactive TV content, ~~with~~ <u>wherein at least some of the interactive TV content is tagged content, the tagged content being marked by tags having</u> one or more keys or personalization data<u>,</u> ~~each of which is specific to one or more, but not all, receivers of the interactive TV content~~ <u>and wherein the tagged content is authorized for display only by receivers provided with matching keys or personalization data</u>; and

~~transmitting the tagged interactive TV enhancement~~ <u>selectively providing the matching keys or personalization data</u> to one or more receivers such that <u>at least some of</u> the <u>one or more</u> receivers are <u>authorized</u> to <u>selectively</u> output or make use of ~~selectively the interactive TV~~ <u>the tagged</u> content based on the <u>matching</u> keys or personalization data.

2.   (Cancelled)

3.   (Currently Amended) The method of claim 1, further comprising:

~~delivering one or more~~ <u>selectively providing the matching</u> keys or personalization data to the <u>one or more</u> receivers or to one or more network system nodes

4.   (Currently Amended) The method of claim 3, further comprising:

checking the <u>tags having one or more</u> keys or personalization data ~~within the transmitted~~ ~~tagged interactive TV content~~ with the ~~delivered~~ keys or personalization data <u>selectively provided to the one or more receivers or the one or more network system nodes</u>, the checking to be performed by the <u>one or more</u> receivers via use of a remote control or directly at ~~a~~ <u>the one or more</u> network system ~~node~~ <u>nodes</u> using a console application.

5.   (Currently Amended) The method of claim 4, further comprising:

displaying the <u>authorized</u> interactive TV content ~~within the tagged interactive content based on the~~ <u>when the checking reveals a match between a</u> checked <u>tag and one or more</u>

checked keys or personalization data selectively provided to the one or more receivers or the one or more network system nodes.

6.   (Currently Amended) An interactive television (TV) system comprising:

a tagging module to tag interactive TV content with tags having one or more keys or personalization data; and

a ~~transmitting~~ broadcasting unit to ~~transmit the~~ broadcast tagged interactive TV ~~enhancement~~ content to one or more receivers wherein the tagged interactive TV content is authorized for display only by receivers provided with matching keys or personalization data such that at least some of the one or more receivers are authorized to selectively output ~~selectively~~ at least some of the interactive TV content based on the matching keys or personalization data.

7.   (Cancelled)

8.   (Currently Amended) The system of claim 6, further comprising:

a distribution system to ~~deliver one or more~~ selectively provide the matching keys or personalization data to the one or more receivers or to one or more network system nodes.

9.   (Currently Amended) The system of claim 8, further comprising:

a filtering module disposed within the one or more ~~in~~ network system nodes or ~~in~~ within the one or more receivers to check the tags having one or more keys or personalization data ~~within the transmitted tagged interactive TV content~~ for a match with the ~~delivered~~ keys or personalization data selectively provided to the one or more receivers or the one or more network system nodes.

10.   (Currently Amended) The system of claim 9, wherein the filtering module allows the tagged interactive TV content ~~within the tagged interactive content~~ to be displayed, or passed along to ~~the~~ a next network system node~~, based on the checked keys or personalization data~~. when the filtering module finds a match between the tags having one or more keys or personalization data and the matching keys or personalization data selectively provided to the one or more receivers or the one or more network system nodes

11.   (Currently Amended) A receiver comprising:

a decoding unit to receive a broadcast with ~~tagged~~ interactive TV content, wherein at least some of the interactive TV content is tagged content, the tagged content being marked by tags having ~~the tagged interactive content including~~ one or more keys or personalization data ~~and interactive content~~, and to output selectively the interactive TV content with the broadcast for display; and

a key and personalization filtering module to ~~receive~~ check if keys or personalization data selectively provided to the receiver, ~~to check if the received keys or personalization data~~ match with the ~~tagged~~ tags having keys or tagged personalization data, and, if the keys or personalization data match, to allow the decoding unit to output the interactive content with the broadcast for display .

12.   (Currently Amended) The receiver of claim 11, wherein the key and personalization filtering module ~~is to receive~~ receives the keys or personalization data selectively provided to the receiver via a network.

13.   (Currently Amended) A machine-readable medium providing instructions, which if executed by a processor, causes the processor to perform an operation comprising:

creating tagged content by tagging interactive TV content with one or more keys or personalization data ~~each of which is specific to one or more, but not all, receivers of the interactive TV content~~; and

selectively providing matching keys or personalization data to one or more receivers; and

~~transmitting~~ broadcasting the tagged ~~interactive TV enhancement to one or more~~ content to a plurality of receivers such that ~~the~~ at least one of the plurality of receivers ~~are~~ is authorized to output selectively the ~~interactive TV~~ tagged content based on the matching keys or personalization data.

14.   (Cancelled)

15.   (Currently Amended) A machine-readable medium providing instructions, which if executed by a processor, causes the processor to perform an operation comprising:

checking tagged keys or personalization data associated with ~~received~~ broadcast interactive TV content with ~~delivered~~ keys or personalization data selectively provided to one or more receivers; and

displaying the interactive TV content if the checked keys or personalization data match with ~~delivered~~ the keys or personalization data selectively provided to the one or more receivers.

16.   (Currently Amended) In an interactive television environment, a personalization and authorization platform architecture comprising:

a personalization server to receive a television (TV) broadcast, to include interactive content with the TV broadcast, and to ~~tag the interactive content with~~ create tagged content, the tagged content being marked by tags having one or more keys and/or personalization data ~~each of which is specific to one or more, but not all, receivers of the interactive TV content~~; and

a key and personalization data distribution system to provide the keys ~~and~~ and/or personalization data to the personalization server, and to ~~deliver~~ selectively provide matching keys and/or personalization data to ~~on~~ one or more receivers.

17.   (Currently Amended) The personalization and authorization platform architecture of claim 16, wherein the one or more receivers ~~are to~~ receive the TV broadcast with the tagged ~~interactive~~ content, ~~to~~ and check if the ~~tagged~~ tags having keys and/or personalization data match with the matching keys and/or personalization data.

18.   (Currently Amended) The personalization and authorization platform architecture of claim 16, wherein the one or more receivers are ~~to~~ output the interactive content if the ~~tagged~~ tags having keys and/or personalization data match with the matching keys and/or personalization data.

19.   (Currently Amended) The personalization and authorization platform architecture of claim 16, wherein a broadcaster or network operation determine which TV ~~broadcast can~~ broadcasts include interactive content.

20.   (Currently Amended) The personalization and authorization platform architecture of claim 16, wherein ~~the~~ a broadcaster or network operator determine which keys and/or personalization data to use to tag the interactive content.